

**IN THE CLAIMS:**

1. (Currently Amended) A method in a server for serving an image from the server to a client, comprising the steps of:

receiving a client request from the client, wherein the client request specifies a set of one or more bitmap characteristics for an image transfer, at least one of the bitmap characteristic including a number of bits per pixel;

responsive to the client request, generating a version of ~~an~~ the image for the image transfer that conforms to the set of specified bitmap characteristics; and

serving the version of the image back to the client.

2. (Original) The method as described in Claim 1 wherein the set of bitmap characteristics includes a bitmap compression format.

3. (Previously Amended) The method as described in Claim 1 wherein the step of generating the version of the image includes processing the image according to the specified bitmap compression format.

4. (Original) The method as described in Claim 2 wherein the bitmap compression format is lossy.

5. (Original) The method as described in Claim 2 wherein the bitmap compression format is non-lossy.

6. (Currently Amended) The method as described in Claim 1 wherein the set of bitmap characteristics is specified at the client by setting a graphical control in a graphical user interface.

7. (Currently Amended) The method as described in Claim 6 wherein the graphical control is a slider having first and second positions and a plurality of intermediate positions.

8. (Currently Amended) The method as described in Claim 7-A method in a server for serving the image from the server to a client, comprising the steps of:

receiving a client request from the client, wherein the client request specifies a set of one or more bitmap characteristics for an image transfer, at least one of the bitmap characteristic including a number of bits per pixel;

responsive to the client request, generating a version of the image for the image transfer that conforms to the set of specified bitmap characteristics; and

serving the version of the image back to the client, wherein the set of bitmap characteristics is specified at the client by setting a graphic control, wherein the graphical control is a slider having first and second positions, and a plurality of intermediate positions and wherein the first position selects a subset of bitmap characteristics for a fastest download and lowest quality version of the image.

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9. (Currently Amended) The method as described in Claim 7-A method in a server for serving an image from the server to a client, comprising the steps of:

receiving a client request from the client, wherein the client request specifies a set of one or more bitmap characteristics for an image transfer, at least one of the bitmap characteristic including a number of bits per pixel;

responsive to the client request, generating a version of the image for the image transfer that conforms to the set of specified bitmap characteristics; and

serving the version of the image back to the client, wherein the set of bitmap characteristics is specified at the client by setting a graphic control, wherein the graphical control is a slider having first and second positions and a plurality of intermediate positions, and wherein the second position selects a subset of bitmap characteristics for a slowest download and highest quality version of the image.

10. (Currently Amended) A method for serving an image from a server to a client, comprising the steps of:

storing ~~an~~the image at the server;

at the client, specifying a set of one or more bitmap characteristics for an image transfer, at least one of the bitmap characteristics including a number of bits per pixel;

at the server, responsive to a client request that includes data identifying a specified bitmap characteristic, generating a version of the image that conforms to the specified bitmap characteristic; and

serving the version of the image back to the client.

11. (Original) The method as described in Claim 10 wherein the client is a computer having a browser for issuing the client request.

12. (Original) The method as described in Claim 10 wherein the bitmap characteristics include a bitmap compression format.

13. (Original) The method as described in Claim 10 wherein the bitmap characteristics include a number of dots per inch on a printer associated with the client.

14. (Original) The method as described in Claim 10 wherein the image is stored at the server in a high resolution format.

Claims 15-26 (Cancelled).

27. (Previously Added) The method as described in Claim 1, wherein the image transfer is for a web page.

28. (Newly Added) The method of claim 1, wherein the image is stored in a first file, the generating step comprises:

processing data for the image in the first file to create the version of the image for the image transfer that conforms to the set of specified bitmap characteristics; and

storing data for the version of the image in a second file for transfer to the client, wherein the processing and storing steps are initiated after the client request has been received.

29. (Newly Added) Method of claim 28, wherein the processing step transforms the data for the image according to a requested color depth value.